

FOR IMMEDIATE RELEASE:



CheapOair Enables Customers To “Travel the World For Less” With New Brand Campaign

New Campaign Kicks-Off With CheapOair’s First-Ever “Traveler of the Year” Competition

New York, NY (July 23, 2012) – Leading online travel agency CheapOair introduces its new “Travel the World for Less” campaign, a brand initiative showcasing how aspirational trips and vacations are actually attainable. As CheapOair’s web and award-winning mobile technologies couple with the industry’s best deals, this new campaign prompts travelers to take the trips they have always wanted to take, experiencing new destinations worldwide.

“Through our customer testimonials, we’ve heard from travelers how our flight deals helped them visit distant relatives, see friends get married and travel the country from coast to coast,” says CheapOair CMO, Pete Howard. “Now, we’re going a step further to offer our customers great deals that don’t compromise value, inspiring them to visit their dream destinations and experience new and different cultures around the world.”

With “Travel the World for Less” as CheapOair’s new tagline, content featured throughout the campaign will reinforce the company’s brand promise to deliver quality and value to enable a lifestyle that supports people’s travel needs and wants. “Travel the World for Less” messaging will be reflected across CheapOair.com, its mobile site, mobile applications, social media channels and blog.

To celebrate the launch of the campaign, CheapOair is hosting its first-ever, “Traveler of the Year” competition in search of the traveler who can best demonstrate how to travel the world for less. Two semi-finalists, selected by CheapOair’s social media followers, will embark on the journey of a lifetime, one to China and the other to India, with \$7,500, courtesy of CheapOair.

The two competitors will be sent on a series of challenges that will highlight how these amazing destinations can be experienced to the fullest, even when on a budget. All tasks, from finding accommodations to souvenirs, will be documented by photographs, videos, social media and blog posts. After reviewing the content created by the travelers, the brand’s social media followers will again pick the winner, who will receive an additional \$5,000 worth of travel from CheapOair.

“Through the competition, we are offering our customers a great opportunity to engage in the online travel conversation, and to associate our brand with that conversation,” said Binti Pawa, a vice president at CheapOair who is spearheading the contest and other marketing initiatives. “We want to show our customers that, in addition to great travel deals, we have integrated our website, blog and social media channels to truly help them travel the world for less, including expert insights on what to do and how to save once they’ve arrived.”

Starting today, travelers can submit three to five minute videos to CheapOair's "Traveler of the Year" website, <http://contests.cheapoair.com/traveleroftheyear/>, featuring their own unique tips and tricks for traveling the world for less. The videos and other content created throughout the contest will be readily accessible on the contest website, CheapOair blog, and social media channels. Initial video entries will be judged on:

- Creativity
- Demonstrated travel experience
- Ability to create quality videos and content
- Screen presence

To enter, you must:

- Be skilled at creating engaging video and blog posts about traveling
- Be 18 years or older
- Have a valid U.S. passport
- Be able to travel between 10/12/12 and 11/12/12 to either China or Spain
- Have an interest in traveling and the challenges that come with it

As a major player at the forefront of the travel industry, CheapOair is now ranked sixth in traffic per Experian Hitwise among the travel agency category with company sales that have grown from \$825Million in 2009 to nearly \$2 billion in 2011. For more information, please visit [CheapOair](#) or call 888-516-4914.

ABOUT CHEAPOAIR:

As a leading supplier of [cheap airfares](#), [hotel reservations](#), [car rentals](#) and [cheap vacation packages](#), CheapOair offers value and convenience to savvy shoppers looking for affordable, one-stop travel solutions. Their portfolio of products includes car rentals that start at just \$10 a day, over 100 million airfares on 400 global airlines, 100,000 negotiated hotels and vacation packages, and the lowest guaranteed airfares. CheapOair is now available anywhere via the CheapOair Mobile App for [Android](#), [iPhone](#), [Windows](#) and the [CheapOair mobile](#) site.

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